

AMENDMENTS TO THE CLAIMS

1-3 (Canceled)

4. (Currently Amended) The aisle way end extender bracket as disclosed in claim [[19]] 13, said elongate extending support arm having a specified shape and size and being constructed of a durable metal material.

5. (Currently Amended) The aisle way end extender bracket as disclosed in claim [[19]] 20, a product support portion being adapted to suspend from ~~said~~ an "S" hook suspended through an aperture defined in said support arm, and holding a plurality of individual merchandising items.

6. (Original) The aisle way end extender bracket as disclosed in claim 5, an advertisement display placard extending from said support arm.

Claims 7-12 (Canceled)

13. (Previously Presented) An aisle way end extender bracket for use with an upright merchandising display, the display including a lengthwise extending wall terminating in a vertically extending end cap support, said bracket comprising:

an elongate extending support arm having a first support end and a second extended and product display end, the support arm further comprising a substantially planar and elongated

shape, a foot support at said first support end, said support arm being axially adjustable relative to said foot support;

said first support end adapted to being engageable with a location of the upright merchandising display proximate the vertically extending end cap support, said support end further comprising a planar support surface capable of affixing, in substantially adhering fashion, against a corresponding planar extending portion of the merchandising display;

a further bracket securing upon said planar support surface and defining an interior channel suitable for receiving said support arm therethrough, a rotatably tightenable screw extending within said bracket and engaging said support arm at a selected axially adjusted location; and

said product display end further comprising an "S" hook suspended through an aperture defined within said support arm, a product support portion adapted to being suspended from said "S" hook and holding a plurality of individual merchandising items in substantially vertically coplanar and parallel extended and displayed fashion beyond the vertically extending end cap of the lengthwise extending wall.

Claims 14-19 (Canceled)

20. (Previously Presented) An aisle way end extender bracket for use with an upright merchandising display, the display including a lengthwise extending wall terminating in a vertically extending end cap support, said bracket comprising:

an elongate and substantially horizontal extending support arm having a first support end and a second extending and display end, said elongate extending support arm further comprising a substantially planar and elongated shape;

a foot support at said first support end, said support arm being axially adjustable relative to said foot support, said first support end adapted to being engageable with a location of the upright merchandising display proximate the vertically extending end cap support;

said foot support further comprising a planar support surface, a further bracket securing upon said planar support surface and defining an interior channel suitable for receiving said support arm therethrough, a rotatably tightenable screw extending within said bracket and engaging said support arm at a selected axially adjusted location; and

said support arm extending beyond the vertically extending end cap in a substantially coplanar and parallel fashion relative to the lengthwise extending wall.

21-26 (Canceled)